



CLIENT: BOZEMAN CVB  
DATE: OCTOBER 28, 2010  
PROJECT: FY11 WINTER CONSUMER ADVERTISING  
JOB #: BCVB-100002

Online Coop Options

Site	Date	Placement Description	Unit Dimensions	Impressions/P artner	CPM	Total Cost
<b>National Online Co-ops</b>				<b>539,612</b>	<b>\$9.27</b>	<b>\$5,000.00</b>
TripAdvisor.com	Nov 1, 2010 - Jan 31, 2011	Ownership of National Parks Content along with Montana & also competing states section presence (ex. ID, WY, WA, CO, UT)	728x90, 160x600, 300x250			
Yahoo.com	Nov 1, 2010 - Jan 31, 2011	Behavioral Targeting Placements across Yahoo! Sites and wonership on Yahoo! Travel specific section	728x90, 160x600, 300x250			
<b>Total Online Coops</b>				<b>539,612</b>		<b>\$5,000.00</b>